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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:

A)   a program receiving access to review ~~the code of~~ a Web site;

B)   the program receiving one or more search phrases related to the Web site;

C)   the program receiving one or more selected search engines to submit the Web site to;

D)   the program analyzing the Web site;

E)   the program automatically editing ~~the code of~~ the Web site; and

F)   the program submitting the Web site to the selected search engines.

2. (currently amended) The process of claim 1, further including the step of listing suggested edits for ~~the~~ an owner to manually edit ~~the code of~~ the Web site.

3. (original) The process of claim 1, wherein the program resides on a third party server accessible by an owner of the Web site.

4. (original) The process of claim 1, wherein the program resides on a personal computer accessible by an owner of the Web site.

5. (original) The process of claim 1, wherein the search phrases are entered by an owner of the Web site and further comprising the step of the program determining additional search phrases.

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6. (original) The process of claim 1, wherein the search phrases are entered by an owner of the
   Web site and further comprising the step of receiving additional search phrases from a
   search phrase suggestion tool.

7. (currently amended) The process of claim 1, wherein the analyzing the Web site step includes
   checking ~~the~~a spiderability of the Web site.

8. (original) The process of claim 1, wherein the analyzing the Web site step includes checking for
   search engine parsing problems in the Web site.

9. (currently amended) A process for increasing traffic flow to a Web site from one or more search
   engines, comprising the steps of:
A)   a program receiving access to review ~~the code of~~ a Web site;
B)   the program receiving one or more search phrases related to the Web site;
C)   the program receiving one or more selected search engines to submit the Web site to;
D)   the program determining the ranking methodologies used by the selected search engines;
E)   the program analyzing the Web site using substantially similar ranking methodologies used
       by the selected search engines;
F)   the program automatically editing ~~the code of~~ the Web site to increase the expected traffic
       flow to the Web site from the selected search engines; and
G)   the program submitting the Web site to the selected search engines.

10. (currently amended) The process of claim 9, further including the step of listing suggested
    edits for ~~the~~ an owner to manually edit ~~the code of~~ the Web site.

11. (original) The process of claim 9, wherein the program resides on a third party server
    accessible by an owner of the Web site.

12. (original) The process of claim 9, wherein the program resides on a personal computer
    accessible by an owner of the Web site.

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13. (original) The process of claim 9, wherein the search phrases are entered by an owner of the
    Web site and further comprising the step of the program determining additional search
    phrases.

14. (original) The process of claim 9, wherein the search phrases are entered by an owner of the
    Web site and further comprising the step of receiving additional search phrases from a
    search phrase suggestion tool.

15. (currently amended) The process of claim 9, wherein the analyzing the Web site step includes
    checking the-a spiderability of the Web site.

16. (original) The process of claim 9, wherein the analyzing the Web site step includes checking
    for search engine parsing problems in the Web site.

17. (currently amended) A process for increasing traffic flow to a Web site from one or more
    search engines, comprising the steps of:
    A)   a program receiving access to review the code of a Web site;
    B)   the program receiving one or more search phrases related to the Web site;
    C)   the program receiving one or more selected search engines to submit the Web site to;
    D)   the program determining the ranking methodologies used by the selected search engines;
    E)   the program analyzing the Web site using substantially similar ranking methodologies used
          by the selected search engines;
    F)   the program automatically editing the code of the Web site to increase the expected traffic
          flow to the Web site from the selected search engines;
    G)   the program submitting the Web site to the selected search engines; and
    H)   repeating steps D) through G) to maintain an increased level of traffic flow to the Web site.

18. (currently amended) The process of claim 17, wherein step F) further includes the step of
    listing suggested edits for the-an owner to manually edit the code of the Web site.

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19. (original) The process of claim 17, wherein the program resides on a third party server
      accessible by an owner of the Web site.

20. (original) The process of claim 17, wherein the program resides on a personal computer
      accessible by an owner of the Web site.

21. (original) The process of claim 17, wherein the search phrases are entered by an owner of the
      Web site and further comprising the step of the program determining additional search
      phrases.

22. (original) The process of claim 17, wherein the search phrases are entered by an owner of the
      Web site and further comprising the step of receiving additional search phrases from a
      search phrase suggestion tool.

23. (currently amended) The process of claim 17, wherein the analyzing the Web site step includes
      checking the-a spiderability of the Web site.

24. (original) The process of claim 17, wherein the analyzing the Web site step includes checking
for search engine parsing problems in the Web site.